AFTER THE SESSION

# Does your legacy brief rely on any of these?

Tick anything your brief uses as selection criteria

- [ ] Active regular givers
- [ ] Previous single gift of £1,000+ (or another set amount)
- [ ] Lifetime giving above a certain threshold
- [ ] Weights "currently active" over how long they've supported you

The results from testing these assumptions against real outcomes from 10,837 legacy gifts across 32.9 million donors suggests that if you've ticked at least one of the above, you're likely excluding a significant proportion of your future legacy givers.

TESTED IN PRACTICE

The Brain Tumour Charity layered predictive modelling on top of their existing brief and surfaced £400k+ in legacy pledges they wouldn't have found otherwise.

## Let's look at your brief. Together.

A free 30-minute Legacy Audit. Bring a recent brief — we'll deconstruct it live and show you what it looks like with predictive modelling layered in.

01

Bring any live or recent legacy brief

02

We'll outline its strengths and weaknesses with you

03

Leave with a refined version, no obligation

OFFER **Fundraising Everywhere attendees: 10% off** for new Dataro clients who sign up within 3 months of the conference (24 Sept – 24 Dec 2026).

TO BOOK YOURS

Email john@dataro.io

Subject line: Legacy Audit